



Order / Rev:	684827
Alt Order #:	06150675
Product Desc:	CROSSROADS GPS
Estimate:	595
Flight Dates:	05/30/12 - 06/05/12
Original Date / Rev:	05/18/12 / 05/18/12
Order Type:	Political

Primary AE:	Aaron Ashe
Sales Office:	T-WAS
Sales Region:	NAT

**Name:** Crossroads Media/ POL

**Buying Contact:** \_\_\_\_\_

**Billing Contact:** \_\_\_\_\_

88 Canal Center Plaza Suite 555

Alexandria, VA 22314

<b>Billing Type:</b>	<b>Cash</b>
<b>Billing Calendar:</b>	<b>Broadcast</b>
<b>Billing Cycle:</b>	<b>EOM/EOC</b>
<b>Agency Commission:</b>	<b>15%</b>

<b>Name:</b>	<b>Crossroads GPS</b>
<b>Demographic:</b>	<b>A35+</b>
<b>Product Codes:</b>	<b>IS-Issue/Ballot,IS-Issue/Non</b>
<b>Priority:</b>	<b>P-5</b>
<b>Revenue Codes:</b>	<b>AGY, GEN, POL</b>

**New Business Thru:** \_\_\_\_\_  
**Order Separation:** **00:15:00** \_\_\_\_\_  
**Advertiser External ID:** \_\_\_\_\_  
**Agency External ID:** \_\_\_\_\_

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	22	\$24,350.00	\$20,697.50

Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
<b>Totals</b>	<b>22</b>	<b>\$24,350.00</b>	<b>\$20,697.50</b>	<b>44.10</b>

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$24,350.00
Market	100%	\$128,157.89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$30,757.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$44,855.26
WTTG	22%	\$28,194.74
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	06/01/12	06/01/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-4	2.30	NM	1	\$600.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 05/28/12	06/03/12	----F--		1		\$600.00		2.30					
E 2	WUSA	06/01/12	06/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-4	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM															

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Advertiser: Crossroads GPS  
 Product Desc: CROSSROADS GPS  
 Estimate: 595  
 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	06/01/12	06/01/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a ----F--	:30	1	\$400.00	P-4	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	----F--				1	\$400.00		1.20			
E 3	WUSA	06/04/12	06/04/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p M-----	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$2,000.00		3.40			
E 4	WUSA	06/04/12	06/04/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A M-----	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$800.00		1.40			
E 5	WUSA	06/04/12	06/04/12	Price Is Right The Price is Right	CM	11a-12p M-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$650.00		2.20			
E 6	WUSA	06/04/12	06/04/12	4-5p Dr. Phil	CM	4-5p M-----	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$600.00		1.50			
E 7	WUSA	06/04/12	06/04/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a M-----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$400.00		1.20			
E 8	WUSA	06/04/12	06/04/12	CBS Evening News CBS Evening News	CM	630-7p M-----	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$3,000.00		1.60			
E 9	WUSA	06/04/12	06/04/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p M-----	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$700.00		1.50			
E 10	WUSA	06/04/12	06/04/12	Entertainment Tonight Entertainment Tonight	CM	730-8P M-----	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	M-----				1	\$1,600.00		2.40			
E 11	WUSA	06/02/12	06/02/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p -----S-	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	-----S-				1	\$2,000.00		3.40			
E 12	WUSA	05/31/12	05/31/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p ---T---	:30	1	\$2,000.00	P-2	3.40	NM	1	\$2,000.00
9 NEWS NOW @ 11PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$2,000.00		3.40			
E 13	WUSA	05/31/12	05/31/12	Letterman Late Night with David Letterman(11:35 PM-12:35 XM)	CM	1135P-1237A ---T---	:30	1	\$800.00	P-3	1.40	NM	1	\$800.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$800.00		1.40			
E 14	WUSA	05/31/12	05/31/12		CM	11a-12p ---T---	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00

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 WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Price Is Right The Price is Right														
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$650.00		2.20			
E 15	WUSA	05/31/12	05/31/12	4-5p Dr. Phil	CM	4-5p ---T---	:30	1	\$600.00	P-3	1.50	NM	1	\$600.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$600.00		1.50			
E 16	WUSA	05/31/12	05/31/12	CBS Evening News CBS Evening News	CM	630-7p ---T---	:30	1	\$3,000.00	P-3	1.60	NM	1	\$3,000.00
CBS EVENING NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$3,000.00		1.60			
E 17	WUSA	05/31/12	05/31/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p ---T---	:30	1	\$700.00	P-3	1.50	NM	1	\$700.00
9 NEWS TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$700.00		1.50			
E 18	WUSA	05/31/12	05/31/12	Entertainment Tonight Entertainment Tonight	CM	730-8P ---T---	:30	1	\$1,600.00	P-3	2.40	NM	1	\$1,600.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	---T---				1	\$1,600.00		2.40			
E 19	WUSA	06/05/12	06/05/12	Price Is Right The Price is Right	CM	11a-12p -T-----	:30	1	\$650.00	P-1	2.20	NM	1	\$650.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	-T-----				1	\$650.00		2.20			
E 20	WUSA	06/05/12	06/05/12	9 News @ Noon 9 News @ Noon	CM	12-1230P -T-----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		06/04/12	06/10/12	-T-----				1	\$600.00		2.30			
E 21	WUSA	05/30/12	05/30/12	9 News @ Noon 9 News @ Noon	CM	12-1230P --W----	:30	1	\$600.00	P-3	2.30	NM	1	\$600.00
9 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	--W----				1	\$600.00		2.30			
E 22	WUSA	05/30/12	05/30/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a --W----	:30	1	\$400.00	P-3	1.20	NM	1	\$400.00
9 NEWS NOW @ 6AM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/28/12	06/03/12	--W----				1	\$400.00		1.20			
Totals													22	\$24,350.00

REP: TEL# 703 528 7800 FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. F

REP HEAD: INEH 6150675

**NEW**

ADD \*\*\* ORIGINAL REV#0 \*\*\*

**DELETED**

## ORDER

LINE/S

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**PARTIAL LINE/S**

AGENCY - 66 CANAL CENTER PLAZA, SUITE 555  
ADDRESS ALEXANDRIA, VA 22314

START DATE-MAY30/12	END DATE-JUN5/12	WK-1
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REP: TO: LANCE  
FR: HILARY  
\*\*NEW ORDER\*\*  
TTLS: 24350  
PLS CFM, THX!

\*\*\*NEW ORDER\*\*\*

**TTL: 24350**

PLS CFM, THX! 5/18

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

## CROSSROADS GPS

[illegible]

AGENCY ADVERTISER CODE = 12

AGENCY PRODUCT CODE = 11

7

**1200N-1230P**

30 06/01 06/01

PROGRAM : 9 NEWS AT NOON

RA35+ : 2.3

1 \$600.00

1	\$600.00	1
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**FAX# 703 528 7880**

HARRIS RPT. FROM REP

MAY18/12 12:16

\*\*\* WUSA-TV \*\*\*

REP HEADLINE# 6150675

## ORDER WORKSHEET

[illegible]

\*\*\* WUSA-TV \*\*\*

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC#	STS CD 23/	SPOT /LIN
10			MON	730P-800P			30	06/04	06/04					1	\$1,600.00				1
	PROGRAM : ENTERTAINMENT TONIGHT RA35+ : 2.4 CON COM1: ENTERTAINMENT TONIGHT																		
11			SAT	1100P-1135P			30	06/02	06/02					1	\$2,000.00				1
	PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM																		
12			THU	1100P-1135P			30	05/31	05/31					1	\$2,000.00				1
	PROGRAM : 9 NEWS NOW @ 11PM RA35+ : 3.4 CON COM1: 9 NEWS NOW @ 11PM																		
13			THU	1135P-1235A			30	05/31	05/31					1	\$800.00				1
	PROGRAM : DAVID LETTERMAN RA35+ : 1.4 CON COM1: DAVID LETTERMAN																		
14			THU	1100A-1200N			30	05/31	05/31					1	\$650.00				1
	PROGRAM : PRICE IS RIGHT RA35+ : 2.2 CON COM1: PRICE IS RIGHT																		
15			THU	400P-500P			30	05/31	05/31					1	\$600.00				1
	PROGRAM : DR. PHIL RA35+ : 1.5 CON COM1: DR. PHIL																		
16			THU	630P-700P			30	05/31	05/31					1	\$3,000.00				1
	PROGRAM : CBS EVENING NEWS RA35+ : 1.6 CON COM1: CBS EVENING NEWS																		
17			THU	700P-730P			30	05/31	05/31					1	\$700.00				1
	PROGRAM : 9 NEWS TONIGHT RA35+ : 1.5 CON COM1: 9 NEWS TONIGHT																		

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS RPT. FROM REP

MAY18/12 12:16  
\*\*\* WUSA-TV \*\*\*

REP HEADLINE# 6150675

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	SC# 23/	SPOT /LIN	STS	
18		THU		730P-800P			30	05/31	05/31			P3		1	\$1,600.00			1		
	PROGRAM : ENTERTAINMENT TONIGHT																			
	RA35+ : 2.4																			
	CON COM1: ENTERTAINMENT TONIGHT																			
19		TUE		1100A-1200N			30	06/05	06/05			P1		1	\$650.00			1		
	PROGRAM : PRICE IS RIGHT																			
	RA35+ : 2.2																			
	CON COM1: PRICE IS RIGHT																			
20		TUE		1200N-1230P			30	06/05	06/05			P3		1	\$600.00			1		
	PROGRAM : 9 NEWS AT NOON																			
	RA35+ : 2.3																			
	CON COM1: 9 NEWS AT NOON																			
21		WED		1200N-1230P			30	05/30	05/30			P3		1	\$600.00			1		
	PROGRAM : 9 NEWS AT NOON																			
	RA35+ : 2.3																			
	CON COM1: 9 NEWS AT NOON																			
22		WED		600A-700A			30	05/30	05/30			P3		1	\$400.00			1		
	PROGRAM : 9 NEWS NOW @ 6AM																			
	RA35+ : 1.2																			
	CON COM1: 9 NEWS NOW @ 6AM																			
JUN/12																24350.00		CONTRACT TOTAL		24350.00
																		TOTAL SPOTS		22

MARKET TOTALS \$128,157 WUSA 19% WTTG 22% WJLA 24% WRC 35% WDCA 0% WDCW 0% CABL 0%

SVC- NSI  
DEMOS- RA35+\*